FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00034555 **Type of Permit:** FILMING **Release Date:** 12/06/2010

Production Company HUNGRY MAN INC

Insured Company Name HUNGRY MAN INC
Contact Phone No. 1 310-264-3000
Contact Phone No. 2 212-625-5600
Fax 212-625-5699
Address 1517 20TH ST
SANTA MONICA, California 90404

Production Title CIALIS

Type of Production Commercial - Standard

Producer Lauren Bayer

Director Scott Simpson

1st AD Ed Walsh

Production Manager Chad Forsch

FilmL.A. Coordinator Hans Groszkruger

Location Manager Fred Jove
Primary Phone Office - 310-264-3000
Secondary Phone Mobile - 661-433-1138

Location Assistant Fred Jove
Primary Phone Mobile - 661-433-1138
Secondary Phone

Fees

Posting 300	$69.00
Posting 1200	$276.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY DEPT OF REC AND PARKS - FILM USE FEE	$450.00
LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$494.00
LA CITY FIRE SAFETY OFFICER	$704.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
FILMLA MONITOR FEES	$600.00
FILMLA MONITOR FEES OVERTIME	$180.00

Total Permit Fee $3,638.00

Number of Locations 4

NOT A PERMIT

Permit #F00034555

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Summary Information — Location

Permit Number F00034555
Production Company HUNGRY MAN INC
Insured Company HUNGRY MAN INC
Production Title CIALIS

Location Manager Fred Jove
Primary Phone Office - 310-264-3000
Secondary Phone Mobile - 661-433-1138

Location Address 6333 W 3rd St, Los Angeles, CA, 90036

Location Type Market

Location Description FARMER'S MARKET

Film Dates 12/7/2010 - 12/7/2010 05:00 - 15:00

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
5 or 10 ton trucks	7
Cast/Crew vehicles	45
Cube Trucks	4
Generator	1
Honey Wagons	1
Motor Homes	1
Portable restrooms	1
Stakebed Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	55
LA City UFSO assigned	26556

Filming Activities Exterior Dialogue; Exterior walk and talk in outdoor plaza and in front of Farm Boys & Tashen.;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals
LOS ANGELES POLICE DEPARTMENT — Mark Preciado
LOS ANGELES CITY FIRE DEPARTMENT - FILM UNIT — Vincent Owens

Parking

Base Camp
Location Type : Location
Street : Location

Crew Parking
Location Type : Location
Street : Location

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Summary Information — Location

Permit Number F00034555
Production Company HUNGRY MAN INC
Insured Company HUNGRY MAN INC
Production Title CIALIS

Location Manager Fred Jove
Primary Phone Office - 310-264-3000
Secondary Phone Mobile - 661-433-1138

Location Address 4730 Crystal Springs Dr, Los Angeles, CA 90027

Location Name GRIFFITH PARK - WILSON HARDING GOLF COURSE

Location Type Park

Film Dates 12/7/2010 - 12/7/2010 12:00 - 18:00

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document Microsoft Word - Wilson Harding Golf Course.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	7
Cast/Crew vehicles	45
Cube Trucks	4
Generator	1
Honey Wagons	1
Motor Homes	1
Picture vehicles	1
Portable restrooms	1
Stakebed Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	55
Spot Check	1

Filming Activities Equipment on property; Exterior Dialogue; Talent playing golf on fairway, putting green and tee box.; Talent in golf cart.;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals
LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE — Joshua Mingo
LOS ANGELES POLICE DEPARTMENT — Mark Preciado

Coordinator Note
12/7 11AM-6PM ONE MONITOR (BASECAMP) WILSON HARDING TURF MANAGEMENT LOT

12/7 12PM-6PM ONE MONITOR (FILMING) WILSON HARDING GOLF COURSE

CREW PARKING AT MERRY GO ROUND LOTS 2 & 3

Parking

Base Camp
Location Type : Location
Street : Location

Crew Parking
Location Type : Location
Street : Location

NOT A PERMIT

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Summary Information — Location

Permit Number F00034555
Production Company HUNGRY MAN INC
Insured Company HUNGRY MAN INC
Production Title CIALIS

Location Manager Fred Jove
Primary Phone Office - 310-264-3000
Secondary Phone Mobile - 661-433-1138

Location Address 500 S Arden Blvd, Los Angeles, CA, 90020

Location Type Private Residence

Prep Dates 12/7/2010 - 12/7/2010 07:00 - 20:00

Film Dates 12/8/2010 - 12/8/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
Equipment vehicles may park on one side of street
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document Hancock Park - Windsor Square October 2010.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	7
Cast/Crew vehicles	45
Cube Trucks	4
Generator	1
Honey Wagons	1
Motor Homes	1
Portable restrooms	1
Stakebed Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	55
FilmL.A. Monitor(s)	1
Off-Duty/Retired LAPD Officer(s)	1
Spot Check	1

Filming Activities Equipment on sidewalk, in curb lane & across street; Interior and exterior dialogue; Camera on grassy parkway in front of filming location.;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals LOS ANGELES POLICE DEPARTMENT Mark Preciado

Coordinator Note 1 FILML.A. MONITOR IS REQUIRED

Parking

Base Camp
Location Type : Location
Street : Location and posted area

Crew Parking
Location Type : To Be Determined
Street : TBD

Posting "No Parking" signs
1) E/S of Arden Blvd from 5th St - 6th St
2) B/S of 5th St from Rossmore Av to Lucerne Blvd

Approximate Footage 901 - 1200 **Log Number** 8179

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Summary Information — Location

Permit Number	F00034555	**Location Manager**	Fred Jove
Production Company	HUNGRY MAN INC	Primary Phone	Office - 310-264-3000
Insured Company	HUNGRY MAN INC	Secondary Phone	Mobile - 661-433-1138
Production Title	CIALIS		

Date(s) 12/8/2010 to 12/8/2010 **Time(s)** 07:00 to 22:00

Posting "No Parking" signs W/S of Arden Blvd directly in front of 505 S. Arden Blvd

Approximate Footage 0 - 300 **Log Number** 8180

Date(s) 12/8/2010 to 12/8/2010 **Time(s)** 07:00 to 22:00

NOT A PERMIT

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Los Angeles, CA 90017
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Summary Information — Location

Permit Number F00034555
Production Company HUNGRY MAN INC
Insured Company HUNGRY MAN INC
Production Title CIALIS

Location Manager Fred Jove
Primary Phone Office - 310-264-3000
Secondary Phone Mobile - 661-433-1138

Location Address 2730 Hyperion Ave, Los Angeles, CA, 90027

Location Type Laundry mat

Film Dates 12/7/2010 - 12/7/2010 14:00 - 18:00

Open or Closed to the Public Closed

Generic Conditions
All vehicles must be parked on private property
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
5 or 10 ton trucks	7
Cast/Crew vehicles	45
Cube Trucks	4
Generator	1
Honey Wagons	1
Motor Homes	1
Portable restrooms	1
Stakebed Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	55
Spot Check	1

Filming Activities Exterior Dialogue; Exterior walk and talk in outdoor plaza and in front of Farm Boys & Tashen.;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals LOS ANGELES POLICE DEPARTMENT Mark Preciado

Coordinator Note 1 FILML.A. MONITOR REQUIRED

Parking

Base Camp
Location Type : Location
Street : Location

Crew Parking
Location Type : Location
Street : Location

NO PERMIT

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

WILSON HARDING GOLF COURSE/TURF LOT & MGR LOT 2 & 3

- OK to film at the Wilson Harding Golf Course at the putting green, T-2 and holes 17 & 18.
- May not block access to the clubhouse, starter window or pro shop.
- No vehicles allowed on the grass at any time.
- May not interfere with golfers, as they have the right of way at all times.
- Company must provide their own golf carts; maintenance and concessions will not rent out any equipment including golf carts.
- OK to park in the Turf Management Lot. May only use the west half, must leave entire east row open for park patrons and golf employees.
- May not restrict access in parking lot at any time.
- May not park in handicap spaces.
- Emergency lane must be left open in all lots.
- OK to crew park in Merry Go Round Lots 2 & 3.
- May not block any entrance or exit roads leading to any of the parking lots.
- May not block fire hydrant or park in handicap spaces at any time, no exceptions.
- May not restrict access to the Merry Go Round, Shane's Inspiration, or Park Center.
- Must allow patrons full access to the Merry Go Round and Shane's Inspiration at all times.
- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.

NOT A PERMIT

- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

F-34555
HUNGRY MAN INC – CIALIS
(WILSON HARDING GOLF COURSE & TURF LOT & MGR 2 & 3)

NOT A PERMIT

SPECIAL FILMING CONDITIONS
HANCOCK PARK/WINDSOR SQUARE

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

- **FilmL.A., Inc. will evaluate all requests for permits in this area using the following criteria:** Frequency of filming per block near the requested location and parking areas – Duration and frequency of recent filming – Proximity of concurrent filming activities – Historical use – Recent problems or complaints – Number of filming days requested – Company size – Proposed activities (effects, excessive noise, cranes, etc.) – any other criteria that may be relevant to the specific situation. ***NO PERMITS FOR THIS AREA SHOULD BE ASSUMED TO BE AVAILABLE WITHOUT THE ABOVE REVIEW.***

- **Affected residents must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit request must be submitted to FilmL.A. at least three (3) days in advance.*

- **Filming in the Hancock Park (bounded by Highland Avenue, Melrose Avenue, Wilshire Boulevard and Rossmore Avenue) requires that notification be given to the representative of that Homeowners' Association.** *The current contact is Ruth Marmelzat (323) 934-0138. Please call between the hours of 9 a.m. and 5 p.m. only*

- **Filming in the Windsor Square (bounded by Arden Boulevard, Beverly Boulevard, Van Ness Avenue and Wilshire Boulevard) requires that notification be given to the representative of that Homeowners' Association.** *The current contact is Mike Cornwell (310) 387-9248.*

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- **Weekend and holiday filming is generally prohibited, unless approved by FilmL.A.**

- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.

- **Personal vehicles of cast/crew are not permitted to park on area streets.** Off-site parking must be arranged by the production company and cast/crew must be shuttled to and from the location.

- **Parking of production equipment is limited to one side of the street.** Film company vehicles shall not interfere with gardeners' activities, trash pick up, safe use of the streets or access to resident driveways, unless approved by the affected residents.

- **The standard residential requirement prohibiting arrival before 7:00 a.m. and departure after 10:00 p.m., Monday through Friday, must be strictly adhered to.** An extension of the standard filming hours requires that affected residents be surveyed to identify neighborhood concerns and the approved hours and days but must be specifically indicated on the permit.

- **Sidewalks must be kept clear at all times.**

- **Craft services, catering trucks, food preparation tables and dining tables are prohibited on sidewalks or parkways and must be out of public view.**

- **Generator(s) with the proper noise shield shall only be parked in front of the location house, or in front of houses that have approved this activity**.

- Cast and crew shall be informed of the provisions of the **Filmmakers' Code of Professional Responsibility.**

FILM LA INC. PERMIT